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Fred/Alan Make Grant "Find A Way"



It may look like "Up On The Roof," but it's really "Find A Way" for Amy Grant. On the set with the singer are (l. to r.) producers Fred Seibert, Alan Goodman and Alan Hecht.

Fred/Alan Inc. produced "Find A Way," a music video of the hit single from singer Amy Grant. Fred Seibert and Alan Goodman were executive producers. Alan Hecht produced. Linda Schaffer was coordinating producer and Thomas Schlammé directed.

The "Find A Way" scenario was written in association with Grant and her managers, Blanton/Harrell Management. Specially designed sets were created to become part of elaborate video Paintbox collages. The result is three different settings combining "real" buildings and nature that the producers have manipulated in time to the music.

The two day shoot at Mother's Film Stages, New York City, preceded a week of post production at Broadway Video where Paintbox artist Todd Ruff added matte backgrounds.

"Find A Way" is the first single from Grant's "Unguarded" album on the Word label, distributed by A&M.

Seibert and Goodman are best known for their pioneering work on the MTV identity, with their other recent work including projects for VH-1 and new logo productions for the Lifetime and Nickelodeon networks.

Fred/Alan Inc. is located at 870 Seventh Ave., NYC 10019 (212) 586-6333.

A-ha Debuts By Music Zapping



Their group is called a-ha and individually (l. to r.), these artists are called Morten, Pal and Mags.

The debut music video "Take On Me" for Warner Bros. Records' new act, "a-ha," is now being shown in movie theatres across the country as a music zap. Music zaps are "cinemized" 35mm music videos: re-cut for theatrical exhibition and re-mixed for Dolby 4 channel surround sound.

"Take On Me" is being released initially on over 200 screens before such box office hits as "Mad Max Beyond Thunderdome," "Back To The Future," "Weird Science," and the re-release of "E.T."

Music Motions is the New York-based company that distributes and promotes music zaps internationally before feature films. Tom Hayes, president of the firm, claims that "Take On Me" is the best clip I've ever seen.

Although "Take On Me" is currently airing on MTV and other music video outlets, Music Motions offers the theatrical version utilizing newly discovered animated footage. "Take On Me" was directed by Limelight Productions' Steve Baron with Simon Fields producing and Jeffrey Kent Ayeroff as executive producer. The clip's use of animated line drawings make the clip both original and memorable.

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